

[NetGuide Home](#)[NetGuide Index](#)[Plan Site](#)[Design
Standard](#)[Development
Standard](#)[Test Site](#)[Review and
Publish](#)[Update and
Maintain](#)[Resources](#)[Print NetGuide](#)

Internet Development Standards and Guidelines

Winter 2006

Administration, Division and program subsites are part of the DSHS Internet web site. As part of the agency site, subsites need to maintain the agency's web site look and feel, and adhere to DSHS Administrative Policy and technology standards as noted in the resource section. Subsites should leave the impression of a unified, deliberate, well-managed DSHS. The NetGuide will help you create your subsite according to policy and standards.

Information Services Board (ISB) and DSHS Policy require certain types of Information Technology (IT) efforts to adhere to specific standards and procedures. This [document](#) provides a basic introduction to the three main areas affecting these efforts – website reviews, portfolio management and security reviews.

The [Subsite Development Checklist](#) takes you step-by-step through the NetGuide and highlights the specific design and development requirements for your subsite.

The Teamsite Content Management tool has been implemented to manage DSHS Internet content that is hosted by DIS. Each administration has a sub-branch in the DSHS branch. All DSHS resources i.e. graphics, PDF, Word files are located in a shared sub-branch. If you are a current Teamsite user contact the [DSHS Teamsite Administrator](#) and request a workarea for your new site. The [DSHS Internet review request](#) needs to be received before the new workarea will be created. Once the workarea is created you can upload your files to development Teamsite. Training is available if needed. If you are not a current Teamsite user contact the [DSHS Teamsite Administrator](#). Training is available if needed. New Teamsite users for existing subsites must contact the subsite owner and ask them to submit a request to the [DSHS Teamsite Administrator](#) to have them added to the group for sharing of the existing workarea. See the [File and Directory Naming](#) section for more information.

Exception to standard: If the NetGuide Standards do not meet the need of your Administration or Division, the exception to policy process should be used. See [Administrative Policy 15.18](#) for the Exceptions to Policy – Information Technology.

To request an exception, complete the [exception request form](#) and route for approval within your administration before submitting to the Interim Chief Information Officer, St. John, Rob, at stjohrk@dshs.wa.gov. Provide a copy of the justification to Carole Weber at WeberCM@dshs.wa.gov.

If you keep a printed copy of the NetGuide on hand, please check this site quarterly to make sure you have the most recent version.

Winter 2006 - Updates

[External Linking Standards](#)

[⬆ Back To Top](#)

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[NetGuide Home](#)
[NetGuide Index](#)
[Plan Site](#)
[Design Standard](#)
[Development Standard](#)
[Test Site](#)
[Review and Publish](#)
[Update and Maintain](#)
[Resources](#)
[Print NetGuide](#)


Site Index

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z

A

[Audio](#)
[Accessibility](#)

B

[Banners](#)
[Browser, Minimum Compatibility](#)
[Button, Definition](#)

C

[Checklist, Subsite Development](#)
[Client-side Code](#)
[Color Palette](#)
[Contacts](#)
[Copyrighted Material](#)

D

[Download Time](#)

E

[Exception to Standards](#)
[External Sites, Linking to](#)

N

[Naming, File and Directory](#)
[Readme.doc](#)
[Subsite Home Page](#)
[URLs or Page Address](#)
[Navigation](#)
[General Guidelines](#)
[Other Text Links](#)
[Primary Navigation](#)
[Required Text Links](#)
[Search Links](#)

P

[Portable Document Format \(PDF\)](#)
[Photo Releases](#)
[Policies](#)
[Pop-up Window](#)
[Portfolio](#)
[Preformance](#)
[Privacy, Protecting](#)

F

[File Formats, Alternative](#)

[Find-It! Washington](#)

[Font](#)

[Font Face Tag](#)

[Footers](#)

[Forms](#)

H

[HTML Standard](#)

[HTML Tags](#)

[Body Tag](#)

[Font Face Tag](#)

[Margin Attributes](#)

[Meta Tags](#)

[Metadata for Archiving](#)

[Page Width](#)

[Title Tag](#)

[Hyperlinks](#)

I

[Image](#)

[Interactive Subsites](#)

L

[Legal Considerations](#)

M

[Maintenance Requirements](#)

[Project Planning](#)

R

[Reviews](#)

[Communications Division
Review](#)

[DSHS Internet Webmaster
Review](#)

[Internal Administration
Review](#)

[Requirements - Availability](#)

[Site - Request Form](#)

S

[Script, Use of](#)

[Search Form](#)

[Security](#)

[Streaming Video](#)

[Subsite Review Request \(Word\)](#)

T

[Testing](#)

[Lab, Environment](#)

[Lab, Manual \(Word\)](#)

[Lab, Use of](#)

[Requirements](#)

[Time Considerations](#)

[Topic Pages, Updating](#)

[Types of Sites](#)

U

[⬆ Back To Top](#)

[Updating an Existing Site](#)

[Updating Topic Pages](#)

[User Environment](#)

V

[Video](#)

W

[Web Statistics](#)

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DSHS NetGuide

Washington State Department of Social & Health Services

[NetGuide Home](#)[NetGuide Index](#)[Plan Site](#)[Design
Standard](#)[Development
Standard](#)[Test Site](#)[Review and
Publish](#)[Update and
Maintain](#)[Resources](#)[Print NetGuide](#)

Plan Site

[Types of Sites](#) | [Project Planning](#) | [Time Considerations](#) | [Protecting Privacy](#) | [Linking to External Sites](#) | [Other Legal Considerations](#)

Types of Sites

Static web page - any web page that is saved to disk and passed back to a requesting browser without changes.

Manual Web site, March 19, 2004 definition - Any multi-page document that provides DSHS staff with rules, policies, and procedures to implement and manage department programs.

Dynamic web page - is any web page which has content that is changed by a program or script at the time the page is requested. Common examples of trivial dynamic pages are those that display a visitor counter or the current date and time.

Interactive web page - in any web page that allows the user to manipulate the information on the page without writing data to a database, examples: email form, Trial Eligibility Calculator.

Transactional applications web pages that are accessible via the Internet and allow the end user to submit information via the Internet that populates a database owned by the web site host. This includes surveys that write to a database.

This is critical to ensure your site is designed with the appropriate security in mind.

Interactive Sites

Alternate standards for interactive sites should be used when the NetGuide Standards for static sites interfere with the usability of an interactive site. An exception to standards may be granted if a site is unable to meet a NetGuide standard. See [Administrative Policy 15.20](#) for the Exceptions to Policy – Information Technology. Before building an interactive site, sub-site owners should contact the DSHS Internet Webmaster to discuss the sub-site requirements that may not adhere to the standards.

Internet-based Transactional Applications/Sites

Internet-based transactional applications/sites are those that are accessible via the Internet and allow the end user to submit information via the Internet that populates a database owned by the web site host. Statewide Information Services Board policy requires information about these types of applications/sites to be published in the [DSHS IT Portfolio](#).

The intent of including these applications/sites in the portfolio is to identify potential security risks involving access to state networks and the transmittal of e-commerce (monetary) or confidential data.

Contact the [Information Technology Policy & Project Management \(ITPPM\) Unit](#) for information about the required procedures for publishing Internet-based transactional applications/sites in the portfolio.

Internet-accessible applications must be reviewed by the department's Internet Applications Security Review Team. Information is provided in the DSHS IT Security Manual, Chapter 9: [Security Assessments, Reviews & Reports](#). If you are building a site, [contact IT Security](#).

Site Security

The Department of Information Services (DIS) and the DSHS Information System Services Division (ISSD) offer a variety of [IT services](#) and [Web Services](#) that ensure your website or application remains secure from unauthorized use and access. You can learn more about services such as [Fortress](#) and Trans@ct Washington on the DIS [Enterprise Security Services](#) Website. Which services are needed and how to access them should be determined during the planning process of an application. Requests for information or to use this service should be sent to net-change@dis.wa.gov via e-mail.

Data must be [classified](#) according to the level of protection needed. If your application will collect sensitive or personal information, you must follow the guidelines outlined in the [DSHS Information Technology Security Manual](#).

If you plan for your DSHS Administration, rather than ISSD or DIS, to administer and host the web server for your application and data, you must follow all the Web Server Security Standards in the [DSHS IT Security Manual 5.2.1.3](#).

The DSHS Security Manual policies, standards and guidelines for [Encryption and Public Key Infrastructure](#) must be followed for applications requiring the encryption of data during transmission.

Project Planning

Good project planning principles are important for the success of your site. The DSHS Information Technology Policy & Project Management (ITPPM) Unit has created an [e-Government Project Checklist](#) that outlines the essential tasks in a project. The checklist links to additional resources and tools that can help you plan, execute and evaluate your project.

Important tasks include, but are not limited to, [building a business case](#), [obtaining executive sponsorship](#), [developing a project plan](#), [identifying your target audience](#), [documenting business requirements](#), [preparing content](#), [designing your site](#), [testing your site](#), and [planning for implementation](#).

Department of Information Services (DIS), the Customer Advisory Board, and several contributing state agencies have worked together to implement Washington's [Project Management Framework](#). The Framework is intended to:

- Simplify and facilitate Information Technology managers' access to the best project management approaches, tools, and samples
- Promote the usage of best practices for project management for all projects, both simple and complex
- Increase the level of assured competence project managers bring to project management endeavors
- Establish a commonality of process and standardization of terminology within IT project management in state government

Time Considerations

Allow time in your project plan for site reviews by both the Communications Division and the DSHS Internet Webmaster. These site reviews are required before a site can be published. The reviews cannot begin until your site is built and the completed DSHS Internet Subsite Review Request Form ([DSHS 03_385](#) - Word) is received.

The time to complete a site review is dependent upon the complexity of the site, how quickly the subsite developer resolves problems, and how closely the DSHS Internet Standards are followed. Reviews for subsites deemed a high priority by the agency will take precedence over other reviews.

Protecting Privacy

Privacy statements are required on all DSHS Internet subsites. Links to a privacy statement must be included on your subsite's home page and on each page where personally identifiable information is collected. If no information is collected, you must say that no information is collected. There is a [model privacy statement](#) that you can customize to fit the needs of your site. For information on the privacy practices regarding health and other client confidential information go to [NOTICE OF PRIVACY PRACTICES FOR CLIENT CONFIDENTIAL INFORMATION](#) (PDF).

Your privacy statement should explain how information is collected and used, as well as other important information. If information is passed to a third party, make sure there is a data sharing agreement and that the third party uses the agency privacy policy. With each modification to your subsite, review the privacy statements to make sure they remain valid. Data collected on your subsite cannot be sold. The data collected on your subsite must be purged in a timely manner. See [DSHS Administrative Policy 5.01](#) for more about the agency's Privacy policy.

Tools/Web Links/Templates:

[Governor's Executive Order 00-03](#) Public records privacy protections ensures that state agencies comply fully with state public disclosure and open government laws, while protecting personal information

[Public Records Privacy Protection Policy](#) Information Services Board (ISB) policy for procedures and practices for the handling and disposal of public records and copies of public records and copies of public records

Linking to External Sites

If your subsite contains links to any website other than the websites maintained and controlled within the standards of DSHS Internet websites, you must follow [Administrative Policy 15.18](#) and the [External Content](#) standards on DSHS Web Sites. The purpose of the policy is to provide a clear statement that DSHS websites are not public forums and links to external pages from DSHS pages are established and retained at the discretion of the Department. In addition, the policy also provides clear guidelines on when links to external sources are inappropriate. The External Content Internet website provides guidelines for external websites to request a link be placed on the DSHS Internet website to their site.

Subsites may link to external websites that correspond and are appropriate with relation to the purpose of DSHS. It is the responsibility of each DSHS Internet subsite owner to review external links on sub-site pages every quarter. Quarterly reviews of not less than seven (7) percent or a quantity of thirty-five (35) of the current direct external content links, whichever is less, must be completed to ensure that such links still comply with NetGuide Standards and [Administrative Policy 15.18](#).

DSHS sample letters for [approval](#), [denial](#), and [removal](#) of external links are provided to ensure clear and consistent correspondence with external link request.

Other Legal Considerations

Photo Releases

If you are using photographs of clients or other citizens in your subsite, you must first get their permission for publication. Use the DSHS [Photo Release Form](#) (PDF).

Copyrighted Material

When using information or images that you did not create, you must ensure that the information is not copyrighted, or you must obtain permission from the publisher to reproduce the copyrighted material. Keep copyright permission correspondence and photo releases in your records.

[⬆ Back To Top](#)

Modification Date: February 1, 2007. For questions or comments about the contents of this manual, please contact the [DSHS Teamsite Administrator](#).

DSHS NetGuide

Washington State Department of Social & Health Services

[NetGuide Home](#)[NetGuide Index](#)[Plan Site](#)[Design Standard](#)[Development Standard](#)[Test Site](#)[Review and Publish](#)[Update and Maintain](#)[Resources](#)[Print NetGuide](#)

Design Standards

[Image & Web Page Guidelines](#) | [Accessibility](#) | [PDF](#) | [HTML/Browser](#) | [User Environment](#) | [Client-side Code](#) | [Video and Audio](#)

Image & Web Page Guidelines

Design to support the predominant types and versions of browsers while following the state [Internet standards for Hypertext Markup Language \(HTML\)](#). Design for your intended audience and test for multiple browsers, various operating systems, and for backward compatibility as needed. Use Web server logs to identify browser and platform trends.

Image files fall into three general quality categories. Low resolution (72 dpi) for e-mail and website use; medium resolution (150 dpi) for desktop printing and full screen viewing; and high resolution (300 dpi) for photo quality print output use. Images at 150 or 300 dpi should be used as downloadable files only. Not for display on website.

Follow these helpful guidelines when using images on a webpage:

- All images on a web page should add up to 300k or less. For example, use one photo at 300k or three images at 100k each.
- Optimize images for faster download times.
- Design pages that load within 10 seconds
- You can calculate download time using Martindale's The Reference Desk.
- A text description should be provided for every image file by using the "alt tag" feature.
- If an image is large, save it as a PDF file.
- JPEGs are best suited for displaying photographic images; GIFs are best suited for line art or icon images
- Whenever possible, reuse graphic images throughout the website to eliminate additional download time.
- Monitor resolution determines the display size of an image. For a PC, it's 72 ppi and for a MAC, it's 96 ppi. It cannot be changed by the user
- Design your pages so that they display effectively on 15" monitors without requiring the user to scroll horizontally
- Design for monitor display of 800 x 600 pixels
- Design to support the predominant types and versions of browsers while following the state Internet Standards for HTML
- Minimize client-side code by using server-side logic

Tools/Web Links/Templates:

[A Word on Graphic Image Resolution](#) Graphic image resolution tips from IEEE

[Compression & Optimization Tips](#) Tutorials and tips for image compression and Web page optimization.

[Computer Images](#) Information on bitmap and vector graphics

[Compress Your Images](#) How to compress an image

Accessibility

DSHS Internet subsites must meet the current [Web Content Accessibility Guidelines 1.0 \(WCAG\) Priority Checklist](#) checkpoints. Implement Priority 2 and 3 checkpoints, as needed, especially if the website uses tables, frames, or form controls. Create a logical tab order for navigation. People using access devices often navigate among objects such as form controls and links with the tab key instead of the mouse. Specifying a tab order allows them to access these items in a logical order. Test and modify as needed with an accessibility evaluation and repair tool.

Many of the WCAG Checklist of Checkpoints for Web Content Accessibility is incorporated into [Section 508](#) of the Rehabilitation Act, which establishes accessibility standards for federal agencies.

Tools/Web Links/Templates:

Accessibility Tools and Training Various types of development, evaluation and repair tools are available to help create accessible websites and Web applications. A combination of tools may be useful. Accessibility training is also recommended.

[W3C list of Evaluation and Repair tools](#). Large selection of 3rd party products and solutions

[A-Prompt Tool-kit](#) Evaluation and repair tool

[The Wave](#) Evaluation tool

[Vischeck](#) Colorblindness information and evaluation tool

[MAGpie](#) Synchronized text generator for multimedia files

*[Dreamweaver by Macromedia](#) Development, validation tools and training

[Washington Assistive Technology Alliance](#) Information and training

[508 Universe](#) Online training

[Curriculum for Web Content Accessibility Guidelines 1.0](#) Training available online or in a downloadable format

*Mention of products is not an endorsement.

Portable Document Format (PDF)

The Adobe Portable Document Format (PDF) is commonly used for electronic document distribution. The Adobe Acrobat product is required to create a PDF document while the Adobe Acrobat Reader is necessary to view documents.

The Adobe Portable Document Format (PDF) is commonly used for electronic document distribution. Adobe Acrobat is required to create a PDF document. The [Adobe Acrobat Reader](#) is necessary for the user to be able to read a PDF. Users must download and install the Reader as a [plug-in](#).

Consider the following for distributing large PDFs via the Web:

- Reduce the size of PDFs. A number of options are available from Adobe to reduce the size of a PDF including:
 - Compress text and line art
 - Lower dpi settings for [images](#)
 - Lower quality setting to minimum
 - Remove fonts from "always embed" list
 - Split document into smaller files
 - Remove extra pages
 - Remove embedded tags
 - Optimize for page-at-a-time viewing
- If possible configure server software to support page-at-a-time downloading. Contact Microsoft for info if you use IIS. If you are using Apache, use version 1.2.1 or later, or run a CGI script that enables page-at-a-time downloading. If using other server software, contact the manufacturer for information about page-at-a-time downloading
- Use URL's with 256 or fewer characters
- If possible, create PDF files with embedded accessibility tags. Word 2000 or later as it embeds the accessibility tag information into the file automatically. Also run the accessibility checker from the PDF file
- NOTE: Page-at-a-time downloading is also referred to as "byte serving" or "Fast WebView"

Tools/Web Links/Templates:

[Tips for Distributing PDFs on the Web](#) Optimize PDFs from Adobe

[Adobe Acrobat Accessibility](#)

HTML/Browser Compatibility

Some applications may require a higher-level browser for security, compatibility, or functional purposes, depending on business needs. Identify a recommended minimum when needed and provide a Web link to the free browser upgrade and any necessary plug-in.

Designing for multiple types of browsers while following the state's Internet standards for HTML provides the ability to deliver web-based information and services to the widest possible audience.

The use of the [W3C standards](#) gives you clean, future-proof code that still displays acceptably on legacy browsers.

Tools/Web Links/Templates:

[The Complete HTML 4.01 Reference](#) HTML 4.01 Tags and IE and Netscape Compatibility

[HTML Validator](#) W3C HTML Validation Service

[HTML TIDY](#)

User Environment

Performance

Design pages that load within 10 seconds and allow the user to access information quickly. Web performance is most commonly interpreted as the time it takes a page to load for the user. The most important issue in response time is providing the user a

screen of useful information. If the user can start acting on some information quickly, it doesn't matter as much if the full page takes longer to load.

Consider the following components that affect response time:

- Throughput of the Web server
- The Web server's connection to the Internet
- The Internet itself
- The user's connection to the Internet
- The rendering speed of the user's browser and computer

Research on response time has shown that pages need to be delivered to users in 10 seconds or less. Staying below the 10 second limit is required for users to keep their attention on the task. Response times over 10 seconds produce higher bailout rates (the proportion of users who do not wait for the full download).

You can estimate file download time using Maringdale's "The Reference Desk": [File Download Time Calculator](#).

[^ Back To Top](#)

Client-side Code

You must minimize client-side code by using server-side logic. This is consistent with the [Internet direction for portable logic](#) as adopted by the Information Services Board (ISB) in 12/1999. Excessive processing on the client may exceed the capabilities of the user's browser and the capacities of the user's computer.

Only plug-ins available at no charge will be allowed. Advise user of workstation requirements and give complete directions for downloading the plug-in.

If you are using an alternative format such as Word, Adobe Acrobat, or PowerPoint, you must supply clear requirements for the user.

Specify the format of the document i.e. PDF, Word, Power Point in parenthesis after the link that requires a plug-in to view.

Make any required plug-ins or viewers available for download at no charge to the user and alert the user to any workstation requirements.

Commonly used plugs-in and viewers are:

- [Adobe Acrobat Reader](#) (PDF)
- [Apple QuickTime](#) (QT)
- [Macromedia Flash Player](#) (SWF)
- [Macromedia Shockwave Player](#) (includes the Macromedia Flash Player)
- [Microsoft Excel 97/2000 file viewer](#) (XLS)
- [Microsoft Media Player](#)
- [Microsoft PowerPoint 97/2000/2002/2003](#) (PPT)
- [Microsoft Word 97/2000](#) (DOC)
- [Visio 2002](#)
- [RealPlayer](#)

Consequences of using plug-ins on your site :

Because plug-ins (or "Active-X Controls") rely fully on the hardware and software

configuration of the customer's computer, plug-ins is prone to many problems. Examples of these problems can include, but are not limited to:

- Hardware requirements that the customer's computer cannot satisfy.
- Incompatibility with the customer's computer operating system or the specific version of their operating system.
- Incompatibility with the customer's Internet browser or the specific version of their browser.
- Incompatibility with the customer's version of the plug-in.
- Incompatibility with the customer's rights on their computer (such as when the customer doesn't have the necessary permissions to install software on their computer).
- High bandwidth requirements that the customer cannot meet because they are using a low bandwidth Internet connection (such as a dial-up modem).
- Customer's may not trust the plug-in, and therefore refuse to install it.

Web page authors should consider these issues very carefully when designing their pages. Whenever possible, content provided through a plug-in should also be provided in an alternative format such as HTML or plain text. Use of custom or in-house developed plug-ins is highly discouraged.

Video and Audio

Web video offers a wealth of interactive possibilities not available with other media. As the technology improves, the quality and reliability of Web video is quickly making it one of the premiere choices for communication between businesses, agencies, and the public. The target audience and nature of the video production will help determine the best technology to use. Indicate which video format(s) are used and provide a link to the download site for the required plug-in. Consider the following general guidelines when determining video needs.

Delivery Methods

There are two methods for sending video files on the Web. The "streaming" method requires a dedicated server and software to dynamically send the video to the viewer. This technology allows the video to play within 10 seconds of requesting the file and is more suited for longer, high quality video.

The "progressive download" method involves placing a video file on a standard Web server for users to download before viewing. This method is more suitable for short video clips of 30 seconds or less. Consult with a network administrator about the possible network strain prior to placing video files on a Web server.

ISSD has contracted with DIS for streaming video services. DIS has a Sun Solaris/ RealNetworks Helix Universal® Server platform that can stream Windows Media® player, RealSystem®, and Quicktime® formats. The cost is allocated to the administration, division or program based on use.

Target Audience

A majority of the general public still use slower, dial-up connections and are less willing to wait for large video files to download (as with a progressive download). If the target audience is the general public, consider using a lower speed, streaming video format to ensure proper playback and minimizing download time. If the target audience is limited to users with a T1 line or other high-speed connection, consider using higher quality video to take advantage of the additional bandwidth. If the audience consists of both dial-up and broadband customers, different video streams should be made available to meet the needs of all users.

Media Equivalents for Accessibility

Include video captioning that describes the essential speech and audio portions of the video. If this is not feasible within the video, provide an alternative auditory description to accompany the video.

Special Requirements for Testing

Conduct user tests on the delivery method using targeted connection speeds and required media player(s). Also test the media player(s) links and instructions on the download site (s).

Tools/Web Links/Templates:

[QuickTime Player](#)

[RealOne Player](#)

[Microsoft Media Player](#)

[Flash Media Player](#)

[MAGpie Captioning Software](#)

[⬆ Back To Top](#)

Modification Date: August 26, 2005. For questions or comments about the contents of this manual, please contact the [DSHS Teamsite Administrator](#).

[NetGuide Home](#)[NetGuide Index](#)[Plan Site](#)[Design
Standard](#)[Development
Standard](#)[Test Site](#)[Review and
Publish](#)[Update and
Maintain](#)[Resources](#)[Print NetGuide](#)

Development Standards

[HTML Tags](#) | [Banners](#) | [Navigation](#) | [Footers](#) | [Pop-up Window](#) | [Colors](#) | [Graphics](#) | [Use of Script](#) | [File and Directory Naming](#)

HTML Tags

Unless otherwise noted as optional, the following HTML tags are required throughout your subsite.

Depending on the development software you are using, you may have to do some customization to incorporate these HTML elements.

Title Tag

```
<title> </title>
```

The title tag defines the title of the page. This tag should be unique and descriptive to the page, incorporating combinations of words (or acronyms) that people would likely use when searching for information on that page. The title is used to identify a page when a user bookmarks a site.

The length of titles is un-limited, however, long titles may be truncated in some applications. To minimize this possibility, keep titles to fewer than 80 characters. Browser bookmark lists and window titles display even fewer characters, so keep your titles as concise as possible.

The title tag is important to Access Washington's " [Ask George](#) " search function. The "Ask George" search engine reads the title tag when it scans and indexes state agency web pages. See the All About "Ask George" web page for more information.

The title tag should be included between the <head> </head> tags.

Example:

```
<title> Sub-site name, Department of Social and Health Services, DSHS, Washington State  
</title>
```

Meta Tags

Metadata in web page code is the key to helping the state's two comprehensive search engines, [Find-it! Washington](#) and [Ask George](#), locate content on the DSHS website. Text in the description tag is what will appear in the Ask George search results. In addition to meta tags, use unique and descriptive Web page titles for each page. Incorporate combinations of words or acronyms that people will likely use when searching for information on a specific page.

Meta tags can greatly increase user chances of finding Web content through a search engine. Beyond Ask George and Find-It!, meta tags also help many commercial search engines to better find websites -- especially those Web pages that otherwise lack descriptive

body text. Most search engines use the Meta description tag (along with full-body text) for indexing pages.

Metadata used in the keywords meta tag can raise the ranking of your web site on a search engine. Key words should be specific and narrow in their meaning. People frequently misspell words while using search engines. If a particular keyword for your site is difficult to spell or you are aware of common misspellings for your keywords, be sure to include them! The use of meta tags are optional in manuals.

Meta tags tag should be included between the <head> </head> tags.

The following 5 metatags must be used on all subsite html pages. They must be in the order shown. The LastModification date must be changed every time the page is updated

```
<head>
```

```
<META NAME="title" CONTENT=" (Put in title. Place DSHS at the end for maximum searchability) ">
```

```
<META NAME="description" CONTENT=" (Put in description of site )">
```

```
<META NAME="keywords" CONTENT=" (Put in keywords that will help this document be found via search. Do not duplicate words or use comas )">
```

(Note: You must update this date each time you modify your page.)

```
<meta name="dateofLastModification" content="2004/09/03">
```

```
<META NAME="govType" CONTENT="state">
```

```
</head>
```

Metadata for Archiving (Optional)

Assess your pages to determine the archiving requirements as required by state records management requirements or DSHS [Administrative Policy 11.02 - Forms and Records Management](#). If required to archive the Web pages, include the following metadata to facilitate the archival process.

```
<META NAME="retentionPerioddate" CONTENT="YYYY/MM/DD">
```

example of content and format: 2001/06/21

```
<META NAME="retentionPeriodtextual" CONTENT=" ">
```

example of content and format: "record series archival"

Body Tag

The body tag defines the page background, the font and link colors and margins in 4.01 level browsers.

```
<body background="graphics/bggradient.gif" link="#336699" vlink="#990000" alink="#FF0000">
```

If background color is hard coded to white #ffffff and is not coded to be transparent the context editor bar in Teamsite might appear behind the main content of the page in Teamsite.

See [Other Text Links](#) for information on link color choices.

Textures or patterns in the background cannot be used on DSHS Web pages.

Font

`<font="Verdana, Arial, Helvetica" size="2">` is required.

A **manual** is limited to using one of the following font face sequences:

`` , or
``

You must use fonts in the specified sequence.

These fonts are used for all text on your subsite. Size ranges are as follows:

Page headlines = H1 or H2
 Body text = 2
 Footer = -1

Code subsite major page headlines consistently throughout the site using the same font and size.

The use of Italics is not allowed.

Note: Many versions of Netscape Navigator don't recognize the font tag within tables, requiring the addition of a font tag within each of the table cells.

Page Width

If liquid design (a Web page that will re-flow to fit the window) is being used, use 100% of the page.

If you are using % to define width on your page, page width can be 100% of page. If you are using fixed pixel width, then the width must be 600 or less.

Example:

`<table width="100%"> </table>`

Banners

The DSHS page banner is required on all subsite pages.

The banner is located in the Teamsite _Resources sub branch with the virtual path:

`/graphics/2Banner.gif`.

An ALT tag is required for the banner. Include your administration or program name in the ALT tag.

`

The banner can be left justified or centered. Content should be aligned with banner, i.e., if the banner is aligned left, contents should be left justified. If the banner is centered, content should be left justified under the centered banner. You may place the fixed background color of Medium Blue (#336699) behind the banner.

Use of the date in the bar in the upper left hand corner is optional. If the date is used, left justify (to the end of the banner) the date on a white background. The date provided by the JavaScript for date will be displayed in a Medium Blue (#336699) color.

The date JavaScript is located in the Teamsite _Resources sub branch with the virtual path:

/js/date.js the relative path for script placed in the head tag.

/js/calldatesub.js relative path for script that displays date.

You must use a [photomontage in the banner](#). The default photomontage may be changed based on your subsite Communication Strategy but all other parts of the banner must remain the same.

/graphics/administration abbreviation/subsite workarea name/2Banner.gif.

Example:

/graphics/esa/dcs/2banner.gif

If you need assistance in modifying the banner for your subsite, [Communications](#) Division staff will assist you on a chargeback basis. Administrations are not required to use the Communications Division staff to create banners.

It may not be appropriate to have a banner on every page of an application (Interactive subsites). If a page banner is used on a subsite page, it must be the DSHS Page Banner and follow the NetGuide Standards. Use of the wide blue graphic background image down the left side of the page consistent with the DSHS Main Page is optional for applications.

[⬆ Back To Top](#)

Navigation

General Guidelines

Carefully plan your information architecture and navigation schemes. Design your subsite so it doesn't require knowledge of DSHS or your administration to successfully use your site.

Primary topic categories and important links should be on every page, in the same location and in the same sequence. You can use graphic [buttons](#) or text links for your navigations. ALT tags must be provided for graphic buttons and other non-text based navigation.

Navigation buttons and linked text should inform the user of the intended destination. The text should be self-explanatory, brief and meaningful. Avoid terms like "click here." Consider using the title of the site you are linking to, or another phrase that tells people where the

link will take them. Use ALT tags to provide descriptive information, if necessary, to help the user. A successful site navigation scheme will allow a user to interact with a website, finding desired content with minimal effort.

By using a task (function) based approach to information and services, successful navigation will not require the user to understand DSHS organizational structure. Consistent navigational screens will continually reinforce site organization and information hierarchy.

- Use a task driven approach to navigation
- Provide the user an easy way to accomplish their goal or to complete their task by using a navigation path
- Use multiple navigation paths (i.e. search, index, menus, etc.) depending on how different users may try to access information
- Use intuitive, task (function) based links, like "Start a Business" or "Find a Job"
- Provide a topical index, graphical site map and/or internal site search function
- Use navigation elements consistently
- Provide links or navigation buttons on all pages back to the home page that are easily identified
- Place primary and important links on every page, in the same location, and in the same sequence
- For information located down two or three scrolls, use jump links and anchor tags to link to the information from the top of the page
- Provide different methods of navigation. The browser back button should be an option for navigation, not the exclusive method
- Perform navigation testing with external users using the site
- Ensure that the navigation scheme works for specified audiences through usability testing

Primary Navigation

Primary navigation [buttons](#) must be located on the left.

- Use a maximum of 7 navigation buttons.
- You have the option to use only text link navigation (graphical buttons are not required).
- Text links may be placed as subcategories between navigation buttons.

Button

1. A small image containing descriptive text - usually not more than one or two words - that is used as a link to another part of the site. These graphical buttons are typically used as part of site navigation and often share similar size, shape, and color characteristics as other buttons on the page or site. These buttons may or may not use rollovers to alter their appearance when the mouse pointer passes over the image.
2. A visually defined area on a page containing descriptive text - usually not more than one or two words - that is used as a link to another part of the site. The appearance of these buttons may be similar to graphical buttons, but they use markup or scripting to define the area of the button instead of an image. These buttons are typically used as part of site navigation and often share similar size, shape, and color characteristics as other buttons on the page or site. These buttons may or may not use rollovers to alter their appearance when the mouse pointer passes over the defined area of the button or the text within the button.
3. The area a user clicks with the mouse pointer to submit or reset a form. Form buttons are typically displayed in a browser's default format in accordance with the HTML tags in a page, but images can also be made into form buttons.

Other text links are allowed:






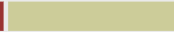
- Above the page title.

- On the left under the navigation buttons
- In the body of content

Text links may be placed as sub-links between the navigation buttons.


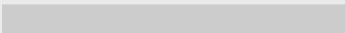

If navigational icons are used they must comply with [Netguide standards](#).

The body of the navigation buttons must be one of the six following color choices:

Navigation button colors and hex codes					
dark gray	medium blue	black	dark blue	red brown	tan
					
#666666	#336699	#000000	#003366	#993333	#cccc99

- Dark Gray (#666666)
- Medium Blue (#336699)
- Black (#000000)
- Dark Blue (#003366)
- Red Brown (#993333)
- Tan (#CCCC99)

The body of the navigation buttons can change color when the cursor hovers over the button. Hover color choices must be one of the following three choices:

Hover colors and codes		
white	light gray	black
		
#ffffff	#cccccc	#000000

- White (#FFFFFF)
- Light Gray (#CCCCCC)
- Black (#000000)

The recommended size for the navigation buttons is a minimum of 115 pixels x 20 pixels and a maximum size of 130 pixels x 30 pixels.

All primary navigation buttons on your subsite must have the same specifications for size.

Labeling (words used on buttons) cannot exceed five words per button or two lines per button.

Font for graphic buttons must be Verdana Bold with a minimum of 9-point font and a maximum of 14-point font.

On pages other than the subsite home page, the preferred option is to use the first navigation button as a link to the subsite home page. Another option is to use the first text link to link to the subsite home page. Label this button or text link so that it cannot be confused with the [DSHS Main Page](#) link.

Required Text Links

The following text links are required on all subsite pages with the exception of those that meet the definition of a **manual***. The following text links are required on each subsite page. The links must be presented in the order shown.

- Subsite home, if not linked to via navigation bar

- [DSHS Main Page](/index.html) (/index.html)
- [Search](/search.shtml), if not using a search box (/search.shtml)
- [Contact](/geninfo/contact3.html) DSHS (/geninfo/contact3.html)
- [Privacy](/disclaim.shtml) (/disclaim.shtml)

The text links should link to the pages indicated in parenthesis. You may need to reference these file names differently depending on the directory structure of your subsite. The [DSHS Internet Webmaster](#) can provide assistance, if necessary.

Required text links must be placed in one of two places:

- In one line between the banner at top of page and the page title). Links can be left justified or centered
- On the left under the buttons (if graphical buttons are used)

NOTE: You may be asked to reposition links if the left column becomes too crowded or in order to reduce need for scrolling.

The color choices for required text links are:

- Dark Gray (#666666) or
- Medium Blue (#336699) .

*The [DSHS Main Page Link](#) is required on the bottom right hand corner of a manuals subsite pages. It can take the form of a text link, meeting the requirements of required text links or the DSHS Main Page graphic can be used. This graphic can only be used on **manual** subsite pages.

Other Text Links

For all other text links, you must select one of the following color choices:

- Use the default link colors specified by the browser. No additional coding is required if you choose to use the default browser colors.
- Use the link colors list below:
 - Link color = Medium Blue (#336699)
 - Visited link = Maroon (#990000)
 - Active link = Red (#FF0000)

Link colors are specified in the [body tag section](#).

Search Links

All subsite pages except those that meet the definition of a **manual** must contain a search option. There are three options for including a search link:

- Use the DSHS Main Page search box
- Use a site search box
- Use a text search link

Find-It! Washington and Ask George are Access Washington search tools that help users locate content on the DSHS website. If you want to offer the option of a subsite-specific search, you must meta tag each page of your subsite.

The links in the paragraph above show general HTML coding for searching Access Washington pages. For DSHS subsite searches, you must indicate the complete path name of the subsite.

Example:

```
<input type="hidden" name="directory" value="dshs/subsite folder name">
```

Tools/Web Links/Templates:

[Ask George](#) - A search tool guide

[Find-It! Washington](#)

Footers

Each subsite page must contain a footer.

Manuals:

Required DSHS **manual** footer elements:

- Modification date
- An appropriate program area subsite e-mail contact
- For more ways to get in touch with the Department of Social and Health Services go to the DSHS Contact Information Web page.

```
<font size="-1" face="Arial or Verdana"> Contact (your program contact information) for
more information about (your program name). For more ways to get in touch with the
Department of Social and Health Services go to the <a href="/geninfo/contact3.
html">DSHS Contact Information Web page.</a> </font>
```

The footer must be constructed in the above order and use -1 font size and Verdana or Arial font style. The font style is required to match the first font in the font family the content section uses. The footer must be placed at the bottom of the right hand column below the horizontal rule.

The modification date in the footer must be changed every time the page is updated..

For all other subsite pages:

- Modification date
- An appropriate program area subsite e-mail contact
- For more ways to get in touch with the Department of Social and Health Services go to the DSHS Contact Information Web page.
- Technical site comments: [DSHS Webmaster](#)

Contact (your program contact information) for more information about (your program name). For more ways to get in touch with the Department of Social and Health Services go to the [DSHS Contact Information Web page](#).
Technical Site Comments: [DSHS Webmaster](#)

The footer must be constructed in the above order and use -1 font size and Verdana font style. The footer must be placed at the bottom of the below the horizontal rule.

Application Access

1. If an application is used only by a contractor or special interest and the site is not to be accessed by the general public meta tags are optional.
2. Applications used by the general public that collect confidential data should set an inactivity time out.
3. Internet web servers must be configured and managed [securely](#).
4. Forms should use post method for submitting personally identifiable information to the site. Page expiration should be set so the page expires immediately to prevent it from being refreshed on public computers. Disabling the back button may be necessary to avoid access to confidential data and to avoid data being entered multiple times by the same user. For a thorough examination of "Disabling the Back Button", read:
 - o [Part 1](#)
 - o [Part 2](#)

Field Validation Requirements

Use of client-side script may be used to preliminarily validate form input. Applications should also use server-side validation to ensure data integrity and avoid malicious input. Validation is required on:

1. Radio buttons
2. Select boxes
3. Text boxes
4. Comment boxes - spellcheck for malicious content
5. Hidden fields

For more information about malicious content read, " [Understanding Malicious Content Mitigation for Web Developers](#)."

External links

Any links that exit the secure environment should terminate the user session or open in a new browser window.

Pop-up Window

Definition of a pop-up window

A pop-up window is a separate browser window that is spawned to display an HTML page when a hyperlink is selected on the main window. The pop-up window is typically smaller than the main browser window and can be closed without leaving the main browser window.

Some good uses of pop-up windows include, but are not limited to, displaying help, dates, times and locations of training courses and biographical information.

Standards for pop-up windows :

- The initial height of the pop-up window shall not exceed 400 pixels and the width shall not exceed 300 pixels.
- Pop-up windows must be resizable.
- The window must contain a scrollbar so that the entire contents of the window can be seen if the user defaults to a larger font.

- The window must contain the blue gradient or a white background.
- You cannot open a pop-up from an existing pop-up.
- Limit of only one pop-up window per page. Additional pop-ups should either close or re-use the existing pop-up window.
- Add (selecting this link will open a new window) or similar language (e.g. "opens a new window") so that users are given the choice to open a new window.

[Guidelines for pop-up windows \(Word\)](#)

Colors

Subsites must use colors from the [DSHS color palette](#). This palette is based on the 216 Web safe color palette. Manuals may also use colors from the [Manual color palette](#). This color palette also includes suggested page element formatting for manuals on the web.

Graphics

The wide blue graphic background image down the left side of the page is required on all subsite pages.

The graphic is located in the Teamsite _Resources sub branch with the virtual path:

/graphics/ bggradient.gif.

Place the "clickable" Access Washington logo at the bottom left of all subsite home pages. The Access Washington link is optional on other pages.

The Access Washington Logo is located in the Teamsite _Resources sub branch with the virtual path:

/graphics/awlogo.gif.

Icons

Definition

An icon is an image that represents an application, a capability, or some other concept or specific entity with meaning for the user. An icon is usually selectable.

General Icon Standards

Download time needs to be three seconds or less.

Alt Tags must be used with icons (see the Icon Gallery below for the Alt Tags associated with icons for the eight, DSHS-wide navigation functions).

Navigation Bar Icon Standards

The following standards must be followed for icons that are used with navigation bars:

- Icons must be enclosed in a circle.
- The icon and circle should attach to the navigation bar.
- The icon must be on the same side of the navigation bar throughout the sub-site.
- The icons must be lined up consistently either vertically or horizontally.
- Total size of the icon and navigation bar must fit within the left side [navigation](#) bar size standards.
- Standard icons associated with eight DSHS-wide navigation functions are located in the Icon Gallery below and must be used if an administration elects to use icons on their Internet Web pages for one or more of the functions.

Process for Adding New Icons to the Icon Gallery

The following process must be used if an administration would like to add a new icon to the Icon Gallery. Requests must be for icons associated with functions that have consistent meaning across all DSHS Web pages:

1. Complete the [Change Request](#) for DSHS Icons.
2. Submit the form to your administration's Web Standards Team representative with the icon graphic attached. The Web Standards Team representative will determine if the request should be forwarded to the Web Standards Team.
3. If the Web Standards Team representative decides the request should proceed, he/she will forward it to the Web Standards Team Chair.
4. If the request needs immediate attention, the Web Standards Team Chair will process the request.
5. If the request does not need immediate attention, the Web Standards Team Chair will put it on the agenda for the next Web Standards Team meeting.
6. Once the Web Standards Team representative, the DSHS Webmaster and the Web Standards Team approves the request, it will be added to the Icon Gallery.

Icon Gallery

Administrations are required to use the icon gallery for icons associated with functions that are consistent across all DSHS web pages.

The icons are located in the Teamsite _Resources sub branch with the virtual path:

/graphics/icons/filename.gif

Icon Function	Icon Standard	File Name	Alt Tags
Return to Home	House	home.gif	"Sub-site name or Acronym" Home
Frequently Asked Questions	Question Mark	qmark.gif	Frequently Asked Question
Search/Find	Magnifying Glass	search.gif	Search the "sub-site name" internet site
Contact Us	Phone	phone.gif	Contact Us for more information
Online Services	Computer	onlineservices.gif	Online Services
Index/Site Map	Index outline	index.gif	Site Index
Links	Chain	link.gif	Links to other sites
Employment	Push Button	employment.gif	Employment Opportunities

Use of Client side script

If script is used, you must use "no script tags". Content will not download without the script being processed by the browser.

File and Directory Naming

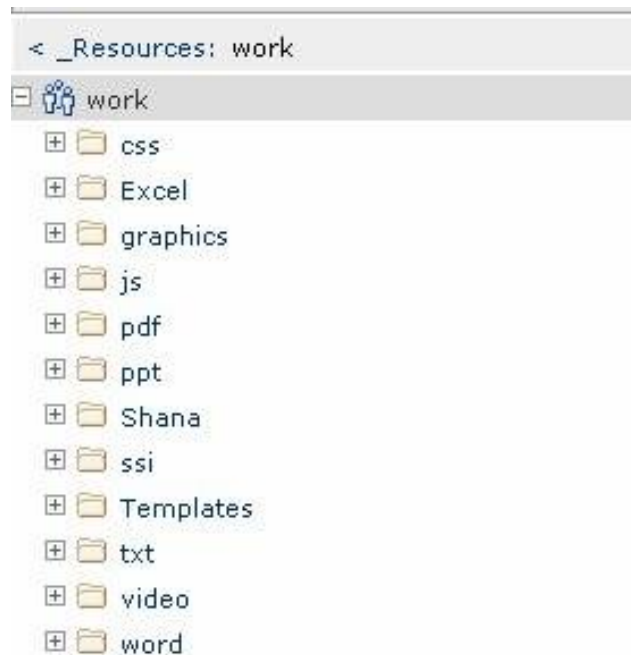
DSHS numbered forms and publications are contained in the shared resources and must be linked at the DSHS level. Renamed duplicates are not allowed. See Administrative Policy 11.02 - [Forms and Records Management](#) and Administrative Policy 2.07 - [Publications Policy](#) for more information.

If a publication needs to be added to the shared resource directory in teamsite, contact Debbie Kirkendall to post the publication to this directory.

Refer to the [Publications Reference](#) Matrix for available publications.

The Teamsite Resources sub branch holds all resource files for DSHS. These are virtual folders requiring a "/" preceding the folder name

Example of DSHS resources in Teamsite:



Standards for shared resources :

CSS - Each administration has 1 folder to contain administration css files.

Excel - Each administration has 1 folder to contain administration excel files if wanted.

Forms - MS/Forms All DSHS excel forms will be stored by form # and linked to the share resource folder /excel/ms/forms/.

Graphics - Each administration has 1 folder to contain administration specific graphics.

Admin - Administrative name.

Arrows - Image file.

ForeignLang - Graphics for foreign language text

Copyrighted – Illustrations or photographs that are not for general use. Permission must be attained.

Icons – Representative of an action.

Illustration – Non-photographic image (drawings, paintings, clip art)

Logos – Illustration created for the specific purpose of representing an organization of some kind (DSHS stick people)

Maps – geographic representations.

Photographs – Something taken with a camera

Reports –Graphs or charts representing structure or data.

Js - All inclusive or administration folder

Main – generic

PDF - Each administration has 1 folder to contain administration specific PDF's.

Foreignlang - Translated foreign language PDF's by publication number.

Forms - MS/Forms All DSHS pdf forms will be stored by form # and linked to the share resource folder /pdf/ms/forms/.

Manuals – How to, instructional material

Maps – Geographic representations.

Publications – Brochures, informational material . All DSHS publications will be stored by publication # and linked to in this share resource folder .

Reports – Completed factual material

PPT - Each administration has 1 folder to contain administration files.

Shana - All DSHS shana forms will be stored by form # and linked to the share resource folder /shana/.

Ssi - Each administration has 1 folder to contain administration ssi files.

Templates - Each administration has 1 folder to contain administration templates files if wanted.

Video - Each administration has 1 folder to contain administration video files.

Word - Each administration has 1 folder to contain administration word files.

Forms - MS/Forms All DSHS word forms will be stored by form # and linked to the share resource folder /word/ms/forms/.

Subsite Home Page

Your subsite will be placed in a directory or folder within the DSHS Internet site. The folder name will reflect the name of the site. All subsite home pages will have one of the following file names:

- default.htm
- default.html
- default.shtml
- index.htm
- index.html
- index.shtml
- index.asp
- default.asp

If a file name other than those listed above is used, the user must provide the full URL, including the complete file name, in order for the page to be found and loaded correctly.

Web Server

DSHS web sites accessible to the Internet are generally hosted on web server hosted by DIS; which is the Windows 2003 operating system. No special characters or spaces in file or directory names are allowed. Front Page 2000 server extensions. Contact the DSHS Webmaster if you have specific question about server functionality.

URL or page address

On the NT server your site address is:

<http://www1.dshs.wa.gov/xxxxx/default.htm>
(where xxxxx is the folder name of the site).

Readme.doc

When a new subsite is established, a readme document is created for the site. The Web Team staff use the information collected to provide customers with consistent service. The following information is collected:

- Name of site
- Description and purpose of site
- Contact person(s)
- Comments - i.e. server site is hosted on, path, static or dynamic

If you have questions about naming or organizing files, contact the DSHS Internet Webmaster by e-mail message to [DSHS DL ISSD Teamsite Administrator](#).

[⬆ Back To Top](#)

Modification Date: February 1, 2007. For questions or comments about the contents of this manual, please contact the [DSHS Teamsite Administrator](#).

[NetGuide Home](#)[NetGuide Index](#)[Plan Site](#)[Design
Standard](#)[Development
Standard](#)[Test Site](#)[Review and
Publish](#)[Update and
Maintain](#)[Resources](#)[Print NetGuide](#)

Testing Requirements

[DSHS Testing Lab](#)

Websites must be tested before being published. Thorough testing ensures that your site works properly and does what it was intended to do. At a minimum, test the following:

- Links - Ensure every link, button and menu choice is properly programmed.
- Spelling and proper grammar - Verify that content is correct and presented with tone or message that is consistent with the rest of the site.
- Usability - Usability testing is oftentimes conducted at the same time as other testing. Verify navigation, ease of use, and colors. Conduct usability testing early in the development process to avoid costly overhauls. Use focus groups and prototypes to identify usability problems before coding begins.
- Application - Test functionality, business rules, databases, interfaces, etc. if the site contains an application.
- Performance - Test for page load time. Graphics, video and other files may affect the download time of the page.

Tools, Web Links, and/or Templates:

[Website Test Tools](#) - Large selection of 3rd party products and solutions.

[File Download Time Calculator](#) - Martindale's "The Reference Desk".

DSHS Testing Lab

The Testing Lab was created to help administrations and divisions test their Internet/intranet sites for accessibility and that portion of usability testing that deals with testing on older hardware and software. The lab contains hardware and software that mimic the environments of our clients.

Hardware/Software:

PC	MAC
Dell Pentium 4, 1.5 GHZ, 256 MB of RAM, XP Professional Service Pack 2	Power PC G4 500 GHZ 51MB of RAM
19 inch Monitor	21 inch Monitor
56 KV90 US Robotics Modem*	56 KV Internal Modem*
Browsers: Internet Explorer NetScape FireFox	Browsers: Internet Explorer 5.5 NetScape Safari
Dialup Accounts: AOL Earthlink	Dialup Accounts: AOL Earthlink
Viewers: Microsoft Media Player Quick Time Player Real Player Power Point Viewer	Viewers: Microsoft Media Player Quick Time Player Real Player Power Point Viewer



Visio Viewer
Adobe Reader

Accessibility testing:

Bobby 5.0
JAWS 6

Visio Viewer
Adobe Reader
Word viewer
Excel Viewer

*Both PC and MAC can be used on the Network

If you need special accommodations or software installed please contact [Web Services](#) staff prior to reserving the Testing Lab.

The Testing Lab can be reserved on a first-come, first-served basis by signing up on a shared Microsoft Outlook® calendar located in the following Public Folder:

Public Folders/All Public Folder/DSHS/ISSD/DSHS Testing Lab

Use the following format when reserving the lab:

- In the Subject field, put your name and phone number.
- In the Location field, put the name of your Administration.

Administrations that do not have Microsoft Outlook® can sign up for the testing lab by sending an e-mail to the [Web Services Team](#) with your name, phone number, and administration along with the days and times you would like to reserve it.

You will need to import your subsite to the Teamsite development environment before it can be tested in the lab. The [DSHS Internet Webmaster](#) can assist with this process. There is a network connection which allows for the testing of both internal and external application.

The Testing Lab is located in the southeast wing of OB-2 on the Capital Campus (see [map](#).) in Olympia and is open 8:00 am to 5:00 pm, Monday through Friday. If you are a visitor to OB-2, stop by the Receptionist Desk on the first floor for a visitor's pass and directions to the Testing Lab.

Contact the [Web Services Team](#) for more information about the DSHS Testing Lab or refer to the [DSHS Testing Lab Manual](#).

[⬆ Back To Top](#)

Modification Date: April 20, 2006. For questions or comments about the contents of this manual, please contact the [DSHS Teamsite Administrator](#).

[NetGuide Home](#)[NetGuide Index](#)[Plan Site](#)[Design
Standard](#)[Development
Standard](#)[Test Site](#)[Review and
Publish](#)[Update and
Maintain](#)[Resources](#)[Print NetGuide](#)

Review and Publish

[Submit DSHS Internet Subsite Review Request](#) | [Make Site Available](#) | [Administration Review](#) | [DSHS Internet Webmaster Review](#) | [Communications Review](#) | [Publish Site](#)

Please note: All subsite reviews are conducted AFTER the new or revised site or pages are posted to the Teamsite Development server. Any comments made prior to posting on the Teamsite Development server may not be valid.

Internet subsites and Internet applications will not be posted or linked to the DSHS Internet site unless internal administration, DSHS Internet Webmaster, and Communications Division reviews have been completed.

In addition, Internet-accessible applications must be reviewed by the department's Internet Applications Security Review Team. Information about security reviews is provided in the DSHS IT Security Policy Manual, Chapter 9: [Security Assessments, Reviews & Reports](#). If you are submitting an interactive site, [contact IT Security](#).

Contact the [ITPPM](#) unit for information about the required procedures for publishing Internet-based transactional applications/sites in the portfolio.

Subsites may also be posted on the Access Washington site after the DSHS review and approval process has been completed. See the [Getting your website posted on Access Washington](#) page for instructions.

Note: Any verbal comments received during the planning and design stages before the formal review process is started are not to be considered part of the review or as a design approval.

The review and approval process includes the following steps:

Step 1 - Submit DSHS Internet Subsite Review Request

Send the DSHS Internet Subsite Review Request form ([DSHS 03-385](#) - Word) to the [DSHS Internet Webmaster](#). The Webmaster will provide a copy of the form to the Communications Division.

Step 2 - Make Site Available

If you are a current Teamsite user contact the DSHS Teamsite Administrator and request a workarea for your new site. The [DSHS Internet review request](#) has to be received before the new workarea will be created. Once the workarea is created upload your files to development Teamsite. If you are not a current Teamsite user contact the [DSHS Teamsite Administrator](#).

Alternatively, if your subsite will be hosted on a server other than DIS, provide the URL or site address to the DSHS Internet Webmaster.

Step 3 - Complete Administration Review

The Internal Administration review is completed by an administration prior to the DSHS Internet Webmaster review and the Communications Division review. Each administration will determine its internal review and approval processes.

At a minimum, administrations must:

- Review the subsite for accessibility compliance
- Review the subsite for compliance with the design and development standards outlined in the DSHS NetGuide.
- Ensure subsite content is appropriate and accurate.
- Communicate and coordinate with other DSHS organizations, or other state agencies, if the Web subsite content or application impacts them.

If the internal review results in changes to the site, post the revised files to the development site or submit them to the DSHS Internet Webmaster for posting to the development environment.

Step 4 - Complete DSHS Webmaster Review

Notify the [DSHS Internet Webmaster](#) that the subsite is available for review. Include the [Subsite Development Checklist](#) with your request for review.

The Webmaster will:

- Review the subsite for technical compliance against the NetGuide standards.
- Send comments and recommendations to the subsite owner, subsite webmaster and the Communications Division.

If the DSHS Internet Webmaster review results in changes to the site, post the revised files to the development site or submit them to the DSHS Internet Webmaster for posting to the development environment.

Notify the DSHS Internet Webmaster when the changes are ready to be reviewed. Repeat this step until the DSHS Internet Webmaster approves the subsite.

Step 5 - Complete Communications Review

Upon completion of the DSHS Internet Webmaster review, the Webmaster will notify the Communications Division that the subsite is available for their review.

The Communication Division will:

- Review the subsite content to ensure consistency with the agency communication strategy.
- Review the subsite against the DSHS NetGuide communication standards.
- Send comments and recommendations to the subsite owner, subsite webmaster, and the [DSHS Internet Webmaster](#).

If the Communications Division review results in changes to the site, post the revised files to the development site or submit them to the DSHS Internet Webmaster for posting to the development environment.

Notify the Communications Division when the changes are ready to be reviewed. Repeat this step until the Communication Division approves the subsite.

The Communications Division review for your subsite is part of the regular chargeback services provided by Communications Division. Following the design and development standards in the NetGuide will keep your chargeback cost to a minimum and efficiently bring your subsite online.

Step 6 - Publish Site

Prior to posting a Web subsite, the administration must provide the Communications Division with a brief description (1 to 3 sentences) describing the subsite. This description will be placed in the [New Sites](#) area of the DSHS Main Page.

When both the DSHS Internet Webmaster and Communications Division reviews have been completed and comments or recommendations incorporated or responded to, the DSHS Internet Webmaster will:

- Ask subsite owner to import new site on the production Teamsite server.
- Establish a link to the new subsite from the appropriate DSHS Internet Web page.

[⬆ Back To Top](#)

Modification Date: February 1, 2007. For questions or comments about the contents of this manual, please contact the [DSHS Teamsite Administrator](#).

DSHS NetGuide

Washington State Department of Social & Health Services

[NetGuide Home](#)[NetGuide Index](#)[Plan Site](#)[Design
Standard](#)[Development
Standard](#)[Test Site](#)[Review and
Publish](#)[Update and
Maintain](#)[Resources](#)[Print NetGuide](#)

Update and Maintain

[Updating an Existing Subsite](#) | [Maintenance Requirements](#) | [Updating Topic Pages](#) | [Reviewing Web Statistics](#) |

Updating an Existing Subsite

Changing the design of or making substantial content modifications to your subsite is considered a revised subsite. Revised subsites must follow the review and approval process. However, maintenance of your existing subsite (for example, correcting or updating already posted information) does not require a Communications Division review or a [DSHS Internet Webmaster](#) review.

Maintenance Requirements

Site maintenance is important. You must check your subsite regularly to ensure content is accurate and timely, links function correctly and are still appropriate, and outdated pages are removed. Pay particular attention to numerical data, contact names, phone numbers, location address and e-mail address. Maintenance changes to your existing subsite (i.e., correcting or updating already posted information) do not require completion of the subsite review process.

Since many agency Web pages link to one another, be sure to notify other administrations whenever you delete or rename a page. To find sites that link to your Web page, try AltaVista's Search feature using the "link:" command.

Tools/Web Links/Templates:

[Alta Vista's Webmaster Search](#) Find pages that link to agency website

[Web Masters Listserv](#) Communicate changes that may affect other agencies

Updating Topic Pages

There are five topic pages on the DSHS Internet web site. These pages provide links to subsites or pages maintained by Administrations or Divisions. Links on these pages are arranged alphabetically and/or by topic to help users find information more easily.

These two topic pages are:

- [Ways We Can Help](#)
- [Employment](#)

It is important to keep these pages current so that they are helpful to users. Review the topic pages whenever you make changes to your subsite. At a minimum, the pages must be reviewed when:

- A subsite is moved and the URL changed
- New pages or sections are added to a subsite

- Online services are added to a subsite
- The link text is changed
- Other additions are needed to make information easier to find

If changes to your subsite require changes to the topic pages, complete a [Change Request for DSHS Topic Pages](#) and send it to the DSHS Internet Webmaster.

Reviewing Web Statistics

ISSD Statistics

ISSD provides statistical data on DSHS Internet/intranet sites. Daily, weekly and monthly statistics are available. This service is being provided at no additional cost for DSHS Internet sites. Contact the [Web Services Team](#) to obtain a username and password.

[DSHS Statistics Menu](#)

Web Statistic Tip:

If you change the location of your file or the folder name of where the file is stored, the statistic's package will not be able to detect the change. For long term statistics for a particularly important piece of content, it is imperative that you do not change the file name or location. If you have changed a file name you have to search for statistics on every file name associated with the file and add the numbers together manually. You will need to keep track of all file names associated with a single file and search for each name.

Resources -

Contacts

The ISSD Web Services Team provides [consulting services](#) for website technical design and development at no cost.

The [ISSD Information Technology Policy & Project Management \(ITPPM\) Unit](#) provides consulting services for website project planning and project management activities at no cost.

[⬆ Back To Top](#)

Modification Date: February 1, 2007. For questions or comments about the contents of this manual, please contact the [DSHS Teamsite Administrator](#).

DSHS NetGuide

Washington State Department of Social & Health Services

[NetGuide Home](#)[NetGuide Index](#)[Plan Site](#)[Design
Standard](#)[Development
Standard](#)[Test Site](#)[Review and
Publish](#)[Update and
Maintain](#)[Resources](#)[Print NetGuide](#)

Resources

[Contacts](#) | [Forms](#) | [Policies](#) | [Palette](#) | [Manual Palette](#)

Contacts

The ISSD Web Team provides [consulting services](#) for website technical design and development at no cost. Contact [Web Services Team](#) for more information.

The [Communications Division](#) provides comprehensive website communication planning, which includes consultation on content, organization, information architecture, design, HTML programming services. These services are provided for a fee. Contact [Debbie Kirkendall](#) at (360) 902-7840 for more information.

The [ISSD Information Technology Policy & Project Management \(ITPPM\) Unit](#) provides consulting services for website project planning and project management activities at no cost. Contact at (360) 902-7767 for more information.

Forms

- DSHS Internet Subsite Review Request (DSHS 03-385) [[Word](#)]
- [Photo Release](#) [[PDF](#)]
- [NetGuide Subsite Development Checklist](#) [[Word](#)]
- [Change Request for DSHS Topic Pages](#) [[Word](#)]



Get the Adobe [Acrobat Reader](#)

Get the Microsoft [Excel 2003 Viewer](#)

Get the Microsoft [Word 2003 Viewer](#)

Policies

[DSHS Administrative Policies](#)

02.07 - [Publications Policy](#)

05.01 - [Privacy Policy - Safeguarding Personally Identifiable Information](#)

11.02 - [Forms and Records Management](#)

15.10 - [Information and Resource Security](#)





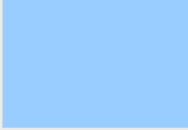



15.15 - [Use of Electronic Messaging Systems and the Internet](#)



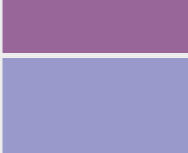

15.18 - [Internet Design and Development](#)




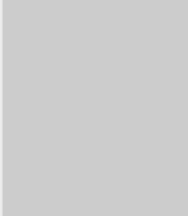


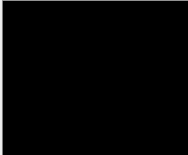
15.20 - [Exceptions to Policy -- Information Technology](#)

Palette

DSHS Web Safe Color Palette as of 6/22/2001

Color Name	Color Sample	RGB Value	Hex Code	Typical Usage
Dark Blue		R-000 G-051 B-102	00 33 66	<ul style="list-style-type: none"> • Subsite Name • Graphic • Text • Navigation Button
Medium Blue - 1		R-051 G-102 B-153	33 66 99	<ul style="list-style-type: none"> • Subsite Name • Graphic • Text • Navigation Button
Medium Blue - 2		R-102 G-153 B-204	66 99 CC	<ul style="list-style-type: none"> • Graphic • Text
Medium Blue - 3		R-051 G-153 B-204	33 99 CC	<ul style="list-style-type: none"> • Subsite Name • Graphic • Text
Light Blue		R-153 G-204 B-255	99 CC FF	<ul style="list-style-type: none"> • Graphic • Reversed Text
Orange		R-255 G-102 B-051	FF 66 33	<ul style="list-style-type: none"> • Graphic • Text
Red Orange		R-204 G-051 B-051	CC 33 33	<ul style="list-style-type: none"> • Graphic • Text
Red Brown		R-153 G-051 B-051	99 33 33	<ul style="list-style-type: none"> • Subsite Name • Graphic • Text • Navigation Buttons

Plum		R-153 G-000 B-051	99 00 33	<ul style="list-style-type: none"> • Subsite Name • Graphic • Text
Burgundy		R-102 G-000 B-051	66 00 33	<ul style="list-style-type: none"> • Subsite Name • Graphic • Text
Dark Blue Green		R-000 G-051 B-051	00 33 33	<ul style="list-style-type: none"> • Subsite Name • Graphic • Text
Medium/Dark Blue Green		R-000 G-102 B-102	00 66 66	<ul style="list-style-type: none"> • Subsite Name • Graphic • Text
Medium Blue Green		R-102 G-153 B-153	66 99 99	<ul style="list-style-type: none"> • Graphic • Text
Light Blue Green		R-153 G-204 B-204	99 CC CC	<ul style="list-style-type: none"> • Graphic • Reversed Text
Tan		R-204 G-204 B-153	CC CC 99	<ul style="list-style-type: none"> • Graphic • Text • Navigation Buttons
Medium Yellow		R-255 G-204 B-051	FF CC 33	<ul style="list-style-type: none"> • Graphic • Text
Light Yellow		R-255 G-255 B-204	FF FF CC	<ul style="list-style-type: none"> • Graphic • Reversed Text
Dark Purple		R-102 G-051 B-102	66 33 66	<ul style="list-style-type: none"> • Subsite Name • Graphic • Text
Dark Red Violet		R-153 G-000 B-102	99 00 66	<ul style="list-style-type: none"> • Subsite Name • Graphic • Text
Medium Red Violet		R-153 G-102 B-153	99 66 99	<ul style="list-style-type: none"> • Graphic • Text
Medium Purple		R-153 G-153 B-204	99 99 CC	<ul style="list-style-type: none"> • Graphic • Text

Light Purple		R-204 G-204 B-255	CC CC FF	<ul style="list-style-type: none"> • Graphic • Reversed Text
Dark Gray		R-102 G-102 B-102	66 66 66	<ul style="list-style-type: none"> • Subsite Name • Graphic Text • Navigation Buttons • Navigation Text Links
Medium Gray		R-153 G-153 B-153	99 99 99	<ul style="list-style-type: none"> • Graphic • Text
Light Gray		R-204 G-204 B-204	CC CC CC	<ul style="list-style-type: none"> • Graphic • Reversed Text • Hover for Navigation Button
Medium Rose		R-204 G-153 B-153	CC 99 99	<ul style="list-style-type: none"> • Graphic • Text
White		R-255 G-255 B-255	FF FF FF	<ul style="list-style-type: none"> • Graphic • Reversed Text • Hover for Navigation Button
Black		R-000 G-000 B-000	00 00 00	<ul style="list-style-type: none"> • Graphic • Text • Navigation Buttons

Manual Color Palette

Samples:

Sample colors and page elements for use in manuals.

WAC in a box

cell

vertical="top"

table

padding = "2"

spacing = "1"

background color = "#eaeaea"

width = "95%"

WAC in a box

cell

vertical="top"

table

padding = "2"

spacing = "1"

border = "0"

background color = "#ffffcc"

width = "95%"

WAC in a box	
cell	cell
vertical	vertical="top"
=	table
"top"	padding = "2"
size =	spacing = "1"
"8%"	border = "0"
	background color = "#eaeaff"
	width = "95%"
Green: "#e8ffe8"	
Rose: "#ffe8e9"	
Blue: "#e6faff"	
Aqua: "#ddffff"	

The use of the [W3C standards](#) gives you clean, future-resistant code that still displays acceptably on legacy browsers.

[Guidelines for pop-up windows](#)

[⬆ Back To Top](#)

Modification Date: August 26, 2005. For questions or comments about the contents of this manual, please contact the [DSHS Teamsite Administrator](#).

[NetGuide Home](#)[NetGuide Index](#)[Plan Site](#)[Design
Standard](#)[Development
Standard](#)[Test Site](#)[Review and
Publish](#)[Update and
Maintain](#)[Resources](#)[Print NetGuide](#)

Subsite Development Checklist

This checklist will assist DSHS website developers with the creation of static Internet sites. Interactive subsites or Internet applications may be granted a waiver from the NetGuide standards to meet the needs of a specific target audience. Before building an interactive site, subsite owners should contact the DSHS Internet Webmaster to discuss the subsite requirements.

This checklist contains links to the relevant portion of the NetGuide where the task is detailed.

Plan

1. Have you completed a [DSHS Internet Subsite Review Request \(DSHS 03-385\)](#) for subsite communication planning?
2. Have you contacted your [Teamsite Administrators](#) to have a workarea setup for your new subsite?
3. If the new subsite is an application, have you contacted [Information Technology Policy & Project Management \(ITPPM\) Unit](#) for Portfolio Review and the [Security Team](#) for the Security Review?

Prepare Content

4. If your subsite collects personally identifiable information, have you included a [privacy statement](#)?
5. If your subsite contains [links to non-profit or privately owned websites](#), have you followed Administrative Policy 15.18, External Content on DSHS Web Sites?
6. Are signed [photo releases](#) included for any permission-needed photograph used in your subsite?
7. Have you obtained permission to use any [copyrighted images or information](#)?

Design

8. Was the [DSHS Color Palette](#) used?
9. Do your [subsite graphics, images, and illustrations](#) clearly communicate and support your content?
10. Does your subsite meet [W3C Priority 1 accessibility checkpoints](#)?
11. Does your subsite use [HTML 4.01](#) or one of its follow-on specifications?
12. Does your subsite display and function effectively using the [various browser software](#) noted in the NetGuide?
13. Was [user connection speed](#) considered when designing your subsite?
14. Does your subsite minimize the need for [client-side code](#)?
15. If [alternative file formats or plug-ins](#) are used, are the formats specified and the workstation requirements clearly provided?

Develop

16. Are the [required HTML tags](#) used correctly throughout your subsite?
17. Are [allowable font sizes](#) used throughout your subsite?
18. Have the [banner requirements](#) been met?
19. Are [ALT tags](#) provided for images?
20. Is all [body content left justified](#) under the DSHS page banner?
21. Have the [primary navigation requirements](#) been met?
22. Are the [required text links](#) used on each subsite page in an allowable location using allowable colors?
23. Do [other text links](#) use allowable colors?
24. Does your subsite contain a [search option](#)?
25. Have the subsite [footer requirements](#) been met?
26. Do all pages use a [white background with the left side blue gradient](#)?
27. Is the clickable [Access Washington logo](#) at the bottom left of the subsite home page?
28. If [script](#) is used, have you provided a way for users to view your subsite without using script?
29. Does your subsite follow the [file and directory naming standards](#)?

Test

30. Has your subsite been thoroughly [tested](#)?

Review

31. Have you submitted your completed [DSHS Internet Subsite Review Request \(DSHS 03-385\)](#) to the Communications Division and the DSHS Internet Webmaster?
32. Have you [made your subsite available](#) for testing and review?
33. Have you completed an [internal Administration review](#)?
34. Have you completed a [DSHS Internet Webmaster review](#)?
35. Have you completed a [Communications Division Review](#)?

Maintain

36. Do you have a plan for [maintaining](#) your subsite?

[⬆ Back To Top](#)

Modification Date: December 22, 2006. For questions or comments about the contents of this manual, please contact the [DSHS Teamsite Administrator](#).


[NetGuide Home](#)
[NetGuide Index](#)
[Plan Site](#)
[Design
Standard](#)
[Development
Standard](#)
[Test Site](#)
[Review and
Publish](#)
[Update and
Maintain](#)
[Resources](#)
[Print NetGuide](#)


Getting Your Website Posted On Access Washington

General Information

All requests for posting an approved and published DSHS subsite on the Access Washington site must go through the Communications Division. DIS will not honor requests sent directly to them from DSHS Administrations.

To feature your site on the Access Washington Web site, send your request to the Communications Division at CROSSES2@dshs.wa.gov and the DSHS Webmaster at webmaster@dshs.wa.gov.

The following is a list of various places on the Access Washington Web site where DSHS subsites may have links:

Featured Sites : Featured sites provide information to the public.

Public Services : This area lists sites that provide public information or services. The sites are grouped by category. DSHS sites will usually fall under Health Care and Social Services category.

Business : These sites are designed to provide information or services for businesses in the state.

Government : DSHS can be found under the State Agency and State Subject Indexes.

Online Services : Typically, DSHS listings will go under the sub-heading "Social and Health Services". However, if appropriate, a DSHS site may be listed under another category. For example, the DSHS Division of Child Support "New Hire Reporting Program" site is listed under Occupation and Trade, and Law Enforcement.

Employment : These sites provide information on employment opportunities or resources in the state.

AT YOUR E-SERVICE : This area is used to temporarily highlight specific web sites. This section is prime real estate on Access Washington so each state agency is allowed only one link. The default link for DSHS is the DSHS Briefing Book. Based on the nature of your site, the Briefing Book link can be replaced with a link to your site for 30 days. Items to include with your request:

1. Your name, Administration/Division, e-mail address and phone number.
2. Your subsite name and URL.
3. A short summary of your subsite - tell us about your site.
4. The page or pages where the link to your subsite should be placed on Access Washington (see the list above).
5. The purpose and benefits of listing your subsite.

[⬆ Back To Top](#)

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